

**WHAT IS CLAIMED IS:**

1. A method of providing model-based promotion and price computation, comprising the steps of:
  - a manufacturer providing promotion information to be considered in developing the promotion and price computation model;
  - a retailer providing price determination parameters to develop the promotion and price computation model; and
  - developing the promotion and price computation model from the promotion information provided by the manufacturer and the price determination parameters provided by the retailer.
2. The method of claim 1, further comprising the step of:
  - calculating a retail price based on information provided by the promotion and price computation model developed.
3. The method of claim 2, further comprising the step of:
  - updating the retail price based upon additional information provided by the retailer.
4. The method of claim 3, wherein the additional information comprises additional promotion information provided by the manufacturer.
5. The method of claim 3, wherein the additional information comprises additional price determination parameters provided by the retailer.
6. The method of claim 3, wherein the step of updating comprises performing real-time updates of the retail price based upon the additional information, wherein the additional information comprises information received on a real-time basis.

7. The method of claim 6, wherein the information received on a real-time basis comprises real-time promotion information received from the manufacturer.

8. The method of claim 6, wherein the information received on a real-time basis comprises real-time price determination parameters received from the retailer.

9. The method of claim 2, further comprising the step of: displaying the retail price on a retail display device.

10. The method of claim 9, further comprising the step of: updating the retail price based upon additional information provided by the retailer.

11. The method of claim 10, wherein the step of updating is performed automatically in response to either additional promotion information provided by the manufacturer or additional price determination parameters provided by the retailer.

12. The method of claim 11, wherein the step of automatically updating is performed on a real-time basis.

13. The method of claim 11, wherein the automatically updated retail price is passed to a look up table accessible to display devices and point-of-sale devices.

14. The method of claim 11, wherein the automatically updated retail price is passed directly to display devices and point-of-sale devices.

15. The method of claim 1, wherein the promotion information provided by the manufacturer comprises a promotion schedule.

16. The method of claim 15, wherein the promotion schedule is stored in a table.

17. The method of claim 15, wherein the promotion schedule is encrypted by the manufacturer.

18. The method of claim 17, wherein the promotion schedule may be decrypted only on a segment-by-segment basis, such that only information from a current segment may be decrypted.

19. The method of claim 18, wherein the decryption on a segment-by-segment basis occurs according to a segment selected from the group consisting of: a time segment, a date segment, and a promotion type segment.

20. The method of claim 18, wherein the decryption occurs by way of decryption keys for each segment that are passed to the retailer on a just-in-time basis.

21. A system for model-based promotion and price computation, comprising:

a sales controller in communication with a retailer and a manufacturer;

and

a sales device in communication with the retailer and the sales controller;

wherein the sales controller is configured to receive promotion information from the manufacturer and price determination parameters from the retailer to calculate a retail price; and

wherein the sales device is configured to receive the retail price from the sales controller.

22. The system of claim 21, further comprising a display controller configured to control a plurality of display devices for displaying the retail price.

23. The system of claim 22, further comprising at least one display device for displaying the retail price communicated from the display controller.

24. The system of claim 23, further comprising a look-up table generated by the sales controller for indicating the retail price to be displayed by the at least one display device.

25. The system of claim 24, wherein the sales device comprises a point-of-sale (POS) device that accesses the look-up table to determine the retail price to charge.

26. The system of claim 21, wherein the promotion information comprises a promotion schedule.

27. The system of claim 26, wherein the promotion schedule is stored in a table.

28. The method of claim 26, wherein the promotion schedule is encrypted.

29. The method of claim 28, wherein the promotion schedule may be decrypted only on a segment-by-segment basis.

30. The method of claim 29, wherein the promotion schedule may be decrypted by decryption keys received by the sales controller on a just-in-time basis.

31. A method comprising series of steps to be performed by a computing device stored on a computer readable medium, comprising the steps of:  
receiving promotion information to be considered in developing a promotion and price computation model;  
receiving price determination parameters to develop the promotion and price computation model; and  
developing the promotion and price computation model from the promotion information and the price determination parameters received.

32. The method of claim 31, further comprising the step of:  
calculating a retail price according to the promotion and price computation model developed.

33. The method of claim 32, further comprising the steps of:  
receiving updated promotion information or price determination parameters; and  
updating the retail price by repeating the steps of developing and setting according to the updated promotion information or price determination parameters.

34. The method of claim 33, further comprising the step of:  
providing the updated price to a display controller and a sales controller.

35. The method of claim 34, wherein the steps of updating and providing are performed on an as-needed basis.

36. The method of claim 34, wherein the steps of updating and providing are performed upon request.

37. The method of claim 34, wherein the steps of updating and providing are performed on a real-time basis.

38. The method of claim 31, wherein the promotion information provided by the manufacturer comprises a promotion schedule.

39. The method of claim 38, wherein the promotion schedule is stored in a table.

40. The method of claim 38, wherein the promotion schedule is encrypted by the manufacturer.

41. The method of claim 40, wherein the promotion schedule may be decrypted only on a segment-by segment basis, such that only information from a current segment may be decrypted.

42. The method of claim 41, wherein the decryption on a segment-by-segment basis occurs according to a segment selected from the group consisting of: a time segment, a date segment, and a promotion type segment.

43. The method of claim 41, wherein the decryption occurs by way of decryption keys for each segment that are passed to the retailer on a just-in-time basis.